

Press +++ Automechanika Buenos Aires

April 8 to 11, 2026

automechanika
BUENOS AIRES

"The basis of industrial policy is to build a competitive sector," said Martín Rapallini at the inauguration of Automechanika Buenos Aires 2026

Buenos Aires, April 2026.- The official inauguration took place with the presence of national and sectoral authorities. There, the leaders of the automotive industry emphasized the strategic importance of the sector at the regional level and the need to adopt measures aimed at strengthening the value chain.

With more than 700 brands from 30 countries, Automechanika Buenos Aires 2026 sets the course for the industry at the national and regional level. During its second day, the **2026 Automotive Industry Meeting was held**, organized by the **Association of Argentine Component Manufacturers (AFAC)** under the slogan: *"The search for consensus for a sustainable productive activity"*. In this space, the main leaders of the sector discussed the strategic challenges in a context of technological and competitive transformation.

After the meeting, the opening ceremony was held, which was attended by **the President of the Industrial Union of Argentina, Martín Rapallini; the Secretary of Production Coordination of the Ministry of Economy of the Nation, Pablo Lavigne; the President of the Association of Automotive Manufacturers (ADEFA), Rodrigo Pérez Graciano; the President of the National Union of Industry of Components for Automotive Vehicles of Brazil (SINDIPEÇAS). Cláudio Sahad; the President of the National Association of Automotive Vehicle Manufacturers of Brazil (ANFAVEA), Igor Calvete; the President of the National Auto Parts Industry of Mexico (INA), Francisco González Díaz, the President of the Argentine Federation of Associations of Automotive Repair Workshops and Related Industries, Salvador Lupo; and the President of the Argentine Federation of Chambers of Merchants in Automotive Spare Parts, Christian Castañer; among other authorities.**

In this context, the **President of the Argentine Industrial Union, Martín Rapallini**, said: *"The automotive chain is a sector that competes in the world and we must value it: the challenge we have ahead of us as industrialists is to build, together, a more loyal trade. We are living in a time of very profound changes in price and quality, but we must also take measures to curb unfair competition. This is an alert that is going off all over the world."* And he concluded: *"The automotive sector is completely viable, I believe in the industry and we are going to work for it to grow and develop."*

For his part, the **President of the Association of Argentine Component Manufacturers, Juan César Cozzuol**, said: *"The automotive industry is a strategic*

sector, its development is not only a fundamental driver in the economy, it has a key role in innovation processes, in the transport of people and products, in safety and in many other fields. We believe it is essential to generate spaces, such as this one, that are the appropriate environment for analysis and discussion that allow us to establish consensus that enables a comprehensive approach to the structural conditions necessary for the sustainable development of automotive activity in our country and the region." And he added: "A relaunch and update of the Bilateral Automotive Agreement with Brazil and having a sectoral policy focused on new technologies, are essential for the new stage of development."

In turn, the **President and CEO of Messe Frankfurt Argentina, Fernando Gorbarán** highlighted: *"When the context challenges, getting together makes even more sense: sharing ideas, seeing what others are doing, finding inspiration and opening conversations. That's what keeps the industry moving. Today we invite you to continue building an industry that advances with a sustainable outlook and with innovation as its axis. An industry that continues to strengthen its fundamental contribution to the creation of employment and the generation of foreign exchange, essential elements for the development and future of our country."*

In the same vein, **Messe Frankfurt's Automechanika Brand Manager, Michael Johannes**, said: *"In all our events there is one constant: they are meeting places. Nowadays, networking and generating contacts are key aspects that we must keep in mind. Automechanika is a brand that brings together the local and international sphere, it is an exhibition present in 16 countries on four continents. The automotive industry is entering a new order, a transformation marked by digitalization, connectivity and electrification. Those are the topics that are discussed in the exhibition."*

The second day of **Automechanika Buenos Aires** took place with corridors full of professionals interested in the latest technologies and business opportunities. The highlight was the presentation of **Automechanika Frankfurt 2026**, the global industry's pinnacle event. The event was attended by **Michael Johannes**, Brand Manager of Automechanika at Messe Frankfurt, who anticipated the **technological trends and thematic axes that will star in the exhibition in Germany** in September, connecting the local market with the novelties of the brand's global network.

Organized by the Association of Argentine Component Manufacturers (AFAC) and Messe Frankfurt Argentina, Automechanika Buenos Aires 2026 continues until Saturday, April 11 at La Rural Predio Ferial Buenos Aires. Access the complete agenda for the next few days at the following link: [Full program](#).

Accreditation is free of charge for professionals in the sector:

<https://automechanika.ar.messefrankfurt.com/buenosaires/es/acreditacion.html>

Social media:

www.facebook.com/AutomechanikaBuenosAires

www.twitter.com/automechanikabuenosaires

www.instagram.com/automechanikabuenosaires

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Hashtags: #AutomechanikaBA #RondasAutomechanika

Press contacts:

Natalia Porta

Communication and Press Manager

Carolina Del Pozo

Head of Communication and Press

www.ar.messefrankfurt.com

Camila Loch

Press Consultant Mauro y Asociados

Tel: +54 2324 558730

cloch@mauroyasociados.com.ar

Information about Messe Frankfurt Argentina

It is the local subsidiary of Messe Frankfurt GmbH, the world's leading professional exhibition organization company. The objective of its events is to promote real business meetings that stimulate regional markets, encourage the domestic market and in turn urge the development of the technological pole in each area. Currently the portfolio of events of Messe Frankfurt Argentina includes the exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Emitex, Simatex, Confemaq, ExpoFerretera, Hotelga, Intersec Buenos Aires, Salón Moto, Tecno Fidta and Arminera. In addition, it holds numerous congresses and special events for third parties, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil & Gas Expo Patagonia and ExpoEFI, among others.

More information in www.ar.messefrankfurt.com

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